



Express Mail No.: EV 156 916 952 US  
Attorney Docket No. 5216.00

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:

Inventor: CRISTOFALO

Appl. No.: 09/851,030

Group Art Unit: 2611

Filed: May 7, 2001

Examiner: FAILE, Andrew I.

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OCT 29 2002

Technology Center 2800

For: SYSTEM AND METHOD FOR PROVIDING TARGETED PROGRAMMING  
OUTSIDE OF THE HOME

Commissioner for Patents Washington, D.C. 20231	Express Mailing Label Number: EV 156 916 952 US
	Date of Deposit: October <u>25</u> , 2002
	I hereby certify that this paper or fee is being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 C.F.R. 1.10 on the date indicated above and is addressed to the Commissioner for Patents, Washington, D.C. 20231.
	Name: <u>Kristi Murray / DORSEY &amp; WHITNEY LLP</u> Signature: <u>Kristi Murray</u>

INFORMATION DISCLOSURE STATEMENT  
Under 37 C.F.R. § 1.97(b)

Sir:

In accordance with 37 CFR 1.56, the references listed on the attached form PTO-1449 are being brought to the attention of the Examiner for consideration in connection with the examination of the above-identified patent application. Copies of the cited documents are enclosed.

The references cited on the attached PTO-1449 were cited in an International Search Report dated 01 October 2002, of corresponding PCT Patent Application No. PCT/US02/13293. A copy of the International Search Report is enclosed herewith.

Statement Under 37 CFR 1.97(e)

The undersigned hereby certifies that each item of information contained in this information disclosure statement was cited in a communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of this information disclosure statement. The relevance of the cited references is included in the International Search Report.

Pursuant to 37 C.F.R. § 1.97, no fees are due with respect to this filing. However, if any fees are deemed necessary, such fees may be charged to Deposit Account No. 04-1415

Dated: 10/24/01

Respectfully submitted,



John T. Kennedy  
Registration No.: 42,717  
Attorney for Applicant

Customer No. 20686  
DORSEY & WHITNEY LLP  
370 Seventeenth Street, Suite 4700  
Denver, Colorado 80202-5647  
Tel: 303- 629-3400  
Fax: 303-629-3450

Enclosures

Substitute for form 1449A/PTO U.S. DEPARTMENT OF COMMERCE (Modified) PATENT AND TRADEMARK OFFICE INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Use as many sheets as necessary)				ATTY. DOCKET NO.: 5216.00		APPLICATION NO.: 09/851,030	
				FIRST NAMED INVENTOR: Cristofalo			
				FILING DATE: May 7, 2001		ART UNIT: 2611	
Sheet 1 of 1				EXAMINER NAME: TRAN, Hai V			

## U.S. PATENT DOCUMENTS


EXAMINER INITIALS*	Cite No. <sup>1</sup>	DOCUMENT NUMBER	PUBLICATION DATE	Name of PATENTEE or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number - Kind Code <sup>2</sup> (if known)	MM-DD-YYYY		
KB		US-6,157,953 A	12/05/2000	CHANG et al.	
		US-6,101,486 A	08/08/2000	ROBERTS et al.	
		US-6,081,780 A	06/27/2000	LUMELKSY	
		US-6,016,158 A	01/18/2000	MACKINNON	
KB		US-5745,481 A	04/28/1998	PHILLIPS et al.	
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**FOREIGN PATENT OR PUBLISHED FOREIGN PATENT APPLICATION**

EXAMINER INITIALS*	Cite No. <sup>1</sup>	DOCUMENT NUMBER	PUBLICATION DATE	Name of PATENTEE or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T <sup>4</sup>
		Country Code <sup>2</sup> - Number <sup>3</sup> - Kind Code <sup>3</sup> (if known)	MM-DD-YYYY			
EXAMINER SIGNATURE				DATE CONSIDERED	07/26/05	

\* **EXAMINER:** Initial if citation considered, whether or not citation is in conformance with MPPE 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

<sup>1</sup> Applicant's unique citation number (optional). <sup>2</sup> See Kinds Codes of USPTO Patent Documents at [www.uspto.gov](http://www.uspto.gov) or MPEP 901.04. <sup>3</sup> Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). <sup>4</sup> Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). <sup>5</sup> For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. <sup>6</sup> Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. <sup>7</sup> Applicant is to place a check mark here if English language Translation is attached.



Attorney Docket No.: 5216.00  
Express Mail Label No.: EV 016 641 656 US

THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:

Inventor: CRISTOFALO

Serial No.: 09/851,030

Filed: May 7, 2001

For: TECHNIQUE FOR DELIVERY OF TARGETED ADVERTISEMENT  
OUTSIDE OF THE HOME

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7-8-02

Commissioner for Patents Washington, D.C. 20231	Express Mailing label number <u>EV 016 641 656 US</u>
	Date of Deposit: <u>June 25, 2002</u>
	I hereby certify that this paper or fee is being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 CFR 1.10 on the date indicated above and is addressed to the Commissioner for Patents, Washington, D.C. 20231.
	Name: <u>KEISIN MURRAY DORSEY &amp; WHITNEY LLP</u>
	Signature: <u>[Signature]</u>

INFORMATION DISCLOSURE STATEMENT  
Under 37 C.F.R. §§ 1.97 and 1.98

Sir:

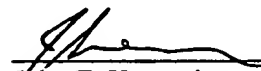
The Examiner is requested to consider the reference noted on the enclosed Form PTO-1449 during examination of the above-identified patent application. This reference is submitted for the Examiner's consideration and are submitted pursuant to an Applicant's duty of disclosure under 37 C.F.R. § 1.56. A copy of the reference is provided.

Pursuant to 37 C.F.R. § 1.97, no fees are due with respect to this filing. However, if any fees are deemed necessary, such fees may be charged to Deposit Account No. 04-1415. A duplicate copy of this disclosure statement is enclosed for use as may be appropriate.

If the examiner has any questions concerning the relevance of the cited references  
in this disclosure, please contact the undersigned attorney.

Dated: 6/2/02

Respectfully submitted,

  
\_\_\_\_\_  
John T. Kennedy  
Registration No. 42,717  
Attorney for Applicant

Customer No. 20686  
DORSEY & WHITNEY LLP  
370 Seventeenth Street, Suite 4400  
Denver, Colorado 80202  
Tel: 303- 629-3400  
Fax: 303-629-3450



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:

Inventor: CRISTOFALO

Appl. No.: 09/851,030

Group Art Unit: 2611

Filed: May 7, 2001

Examiner: FAILE, Andrew I.

For: SYSTEM AND METHOD FOR PROVIDING TARGETED PROGRAMMING  
OUTSIDE OF THE HOME

Commissioner for Patents Washington, D.C. 20231	Express Mailing Label Number: EL 779 728 738 US
	Date of Deposit: April 16, 2003
	I hereby certify that this paper or fee is being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 C.F.R. 1.10 on the date indicated above and is addressed to the Commissioner for Patents, Washington, D.C. 20231.
	Name: <u>Kristi Murray / DORSEY &amp; WHITNEY LLP</u> Signature: <u>Kristi Murray</u>

INFORMATION DISCLOSURE STATEMENT  
Under 37 C.F.R. § 1.97(b)

Sir:

In accordance with 37 CFR 1.56, the reference listed on the attached form PTO-1449 is being brought to the attention of the Examiner for consideration in connection with the examination of the above-identified patent application. A copy of the cited document is enclosed.

The reference cited on the attached PTO-1449 was cited in a Written Opinion dated 19 March 2003, of corresponding PCT Patent Application No. PCT/US02/13293. A copy of the Written Opinion is enclosed herewith.

Statement Under 37 CFR 1.97(e)

The undersigned hereby certifies that each item of information contained in this information disclosure statement was cited in a communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of this information disclosure statement. The relevance of the cited references is included in the International Search Report.

Pursuant to 37 C.F.R. § 1.97, no fees are due with respect to this filing. However, if any fees are deemed necessary, such fees may be charged to Deposit Account No. 04-1415

Dated: 4/16/03

Respectfully submitted,



John T. Kennedy  
Registration No.: 42,717  
Attorney for Applicant

Customer No. 20686  
DORSEY & WHITNEY LLP  
370 Seventeenth Street, Suite 4700  
Denver, Colorado 80202-5647  
Tel: 303- 629-3400  
Fax: 303-629-3450

Enclosures







10-28-02

2611

Express Mail No.: EV 156 916 952 US  
Attorney Docket No. 5216.00

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11/7/02

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:

Inventor: CRISTOFALO

Appl. No.: 09/851,030

Group Art Unit: 2611

Filed: May 7, 2001

Examiner: FAILE, Andrew I.

For: SYSTEM AND METHOD FOR PROVIDING TARGETED PROGRAMMING  
OUTSIDE OF THE HOME

CERTIFICATE OF MAILING BY EXPRESS MAIL

RECEIVED

Commissioner for Patents  
Washington, D.C. 20231

OCT 25 2002

Technology Center 2600

Sir:

The undersigned hereby certifies that the attached **INFORMATION DISCLOSURE STATEMENT UNDER 1.97(b), FORM PTO-1449 AND COPIES OF CITED REFERENCES, COPY OF INTERNATIONAL SEARCH REPORT; STATEMENT UNDER 37 CFR 3.73(b), RETURN POSTCARD, AND THIS CERTIFICATE OF MAILING BY EXPRESS MAIL**, relating to the above application, were deposited as "Express Mail," Mailing Label No. EV 156 916 952 US, with the United States Postal Service, addressed to Commissioner for Patents, Washington, D.C. 20231, on October 25 2002.

  
Mailer

DORSEY & WHITNEY LLP  
370 Seventeenth Street, Suite 4700  
Denver, Colorado 80202  
Tel: 303-629-3400  
Fax: 303-629-3450



JFW

PTO/SB/21 (08-03)

Approved for use through 07/31/2006. OMB 0651-0031

U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

<b>TRANSMITTAL FORM</b>  (to be used for all correspondence after initial filing)	Application Number	09/851,030	
	Filing Date	May 7, 2001	
	First Named Inventor	Michael CRISTOFALO	
	Art Unit	2614	
	Examiner Name	Scott E. Beliveau	
Total Number of Pages in This Submission	27	Attorney Docket Number	559442004300

ENCLOSURES (Check all that apply)		
<input type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached <input type="checkbox"/> Amendment/Reply <input type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input checked="" type="checkbox"/> Information Disclosure Statement (2 pages) <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Response to Missing Parts/Incomplete Application <input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53	<input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD containing references, Number of CD(s) _____	<input type="checkbox"/> After Allowance Communication to Group <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to Group (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input checked="" type="checkbox"/> Other Enclosure(s) (please identify below): Return Receipt Postcard Form PTO SB/08/a/b listing: * (30) US Patent Documents (not enclosed) * (14) Foreign Patent Documents * (2) Non Patent Literature Documents
<div>Remarks</div>		

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT	
Firm or Individual name	MORRISON & FOERSTER LLP Jonathan Bockman - Reg. No. 45,640
Signature	
Date	March 4, 2005

CERTIFICATE OF HAND DELIVERY

I hereby certify that this correspondence is being hand delivered to:  
Commissioner for Patents, Alexandria, Virginia, 22313, on the date shown  
below.

Dated:

3/4/05

Signature:

*Beth R. Mandel*  
(Beth R. Mandel)

PATENT  
Attorney Docket No. 559442004300

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In the application of:

Michael CRISTOFALO

Serial No.: 09/851,030

Filing Date: May 7, 2001

For: SYSTEM AND METHOD FOR  
PROVIDING TARGETED  
PROGRAMMING OUTSIDE OF THE  
HOME

Examiner: Scott E. Beliveau

Group Art Unit: 2614

SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT

Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

Dear Sir:

Pursuant to 37 C.F.R. § 1.97 and § 1.98, Applicant submits for consideration in the above-identified application the documents listed on the attached Form PTO/SB/08a/b. Copies of the foreign documents and non-patent literature are also submitted herewith. The Examiner is requested to make these documents of record.

This Supplemental Information Disclosure Statement is submitted before mailing of a first Office Action on the merits; accordingly, no fee or separate requirements are required.

Applicant would appreciate the Examiner initialing and returning the Form PTO/SB/08a/b, indicating that the information has been considered and made of record herein.

The information contained in this Supplemental Information Disclosure Statement under 37 C.F.R. § 1.97 and § 1.98 is not to be construed as a representation that: (i) a complete

search has been made; (ii) additional information material to the examination of this application does not exist; (iii) the information, protocols, results and the like reported by third parties are accurate or enabling; or (iv) the above information constitutes prior art to the subject invention.

In the event that the transmittal form is separated from this document and the Patent Office determines that an extension and/or other relief (such as payment of a fee under 37 C.F.R. § 1.17 (p)) is required, Applicant petitions for any required relief including extensions of time and authorizes the Commissioner to charge the cost of such petitions and/or other fees due in connection with the filing of this document to Deposit Account No. 03-1952 referencing 559442004300.

Dated: March 4, 2005

Respectfully submitted,

By: 

Jonathan Bockman  
Registration No. 45,640  
Morrison & Foerster LLP  
1650 Tysons Boulevard  
Suite 300  
McLean, Virginia 22102  
Telephone: (703) 760-7769  
Facsimile: (703) 760-7777

Substitute for form 1449/PTO

**INFORMATION DISCLOSURE  
STATEMENT BY APPLICANT**

(Use as many sheets as necessary)

**Complete if Known**

Sheet	1	of	2	Application Number	09/851,030
				Filing Date	May 7, 2001
				First Named Inventor	Michael Cristofalo
				Art Unit	2614
				Examiner Name	Scott E. Beliveau
				Attorney Docket Number	559442004300

**U.S. PATENT DOCUMENTS**

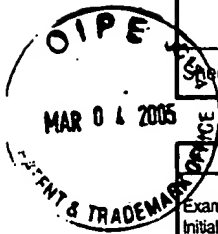
Examiner Initials*	Cite No. <sup>1</sup>	Document Number Number-Kind Code <sup>2</sup> (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
KB	1.	4,931,865	6/5/1990	SCARAMPI	
	2.	5,603,078	2/11/1997	HENDERSON ET AL.	
	3.	5,758,257	5/26/1998	HERZ ET AL.	
	4.	5,771,307	6/23/1998	LU ET AL.	
	5.	5,790,176	8/4/1998	CRAIG	
	6.	5,956,716	7/21/1999	KENNER ET AL.	
	7.	6,006,256	12/21/1999	ZDEPSKI ET AL.	
	8.	6,018,764	1/25/2000	FIELD ET AL.	
	9.	6,026,376	2/15/2000	KENNEY	
	10.	6,038,000	3/14/2000	HURST, JR.	
	11.	6,058,430	5/2/2000	KAPLAN	
	12.	6,064,438	5/16/2000	MILLER	
	13.	6,104,443	8/15/2000	ADCOCK ET AL.	
	14.	6,141,010	10/31/2000	HOYLE	
	15.	6,177,931	1/23/2001	ALEXANDER ET AL.	
	16.	6,473,903	10/29/2002	BALAKRISHNAN ET AL.	
	17.	2001/013123	8/9/2001	FREEMAN ET AL.	
	18.	2002/0032905	3/14/2002	SHERR ET AL.	
	19.	2002/0053078	5/2/2002	HOLTZ ET AL.	
	20.	2002/0056091	5/9/2002	BALA ET AL.	
	21.	6,473,903	10/29/2002	BALAKRISHNAN ET AL.	
	22.	6,487,721	11/26/2002	SADAFI	
	23.	2002/194589	12/19/2002	SHEEHAN ET AL.	
	24.	6,509,908	1/21/2003	CROY ET AL.	
	25.	6,591,247	7/8/2003	STERN	
	26.	6,597,374	7/22/2003	BAKER ET AL.	
	27.	6,597,405	7/22/2003	IGGUIDEN	
	28.	6,615,408	9/2/2003	KAISER ET AL.	
	29.	6,698,020	2/24/2004	ZIGMOND ET AL.	
KB	30.	6,792,615	9/14/2004	ROWE ET AL.	

**FOREIGN PATENT DOCUMENTS**

Examiner Initials*	Cite No. <sup>1</sup>	Foreign Patent Document Country Code <sup>2</sup> -Number <sup>3</sup> -Kind Code <sup>5</sup> (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T <sup>6</sup>
KB	31.	CA-246,437	1/27/1925		abstract	
	32.	WO-90-00847	1/25/1990		abstract	
	33.	EP-0424648-	5/2/1991		abstract	
	34.	EP-0852443-A	7/8/1998		abstract	
	35.	WO-98-45902	10/15/1998		abstract	
	36.	WO-98-48566-A1	10/29/1998		abstract	
	37.	JP-10-222541	11/30/1998		abstract	
	38.	EP-0901284-A	3/10/1999		abstract	
	39.	WO-99-55066-A1	10/28/1999		abstract	
KB	40.	WO-00-045599-A	8/3/2000		abstract	

Examiner Signature	<i>R. Kuan</i>	Date Considered	07/26/05
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va-93039



Substitute for form 1449/PTO		<b>Complete if Known</b>	
<b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b>  <i>(Use as many sheets as necessary)</i>		Application Number	09/851,030
		Filing Date	May 7, 2001
		First Named Inventor	Michael Cristofalo
		Art Unit	2614
		Examiner Name	Scott E. Beliveau
		Attorney Docket Number	559442004300
Sheet	2	of	2


KB	41.	WO-01-015357-A	3/1/2001		abstract	
KB	42.	GB-2356319-A	5/16/2001		abstract	
KB	43.	EP-1111914-A	6/27/2001		abstract	
KB	44.	WO-01-58132-A1	8/9/2001		abstract	

\*EXAMINER: Initial if information considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. <sup>1</sup> Applicant's unique citation designation number (optional). <sup>2</sup> See Kinds Codes of USPTO Patent Documents at [www.uspto.gov](http://www.uspto.gov) or MPEP 901.04. <sup>3</sup> Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). <sup>4</sup> For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. <sup>5</sup> Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. <sup>6</sup> Applicant is to place a check mark here if English language Translation is attached.

NON PATENT LITERATURE DOCUMENTS			
Examiner Initials	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>2</sup>
KB	45.	"Overview," located at <a href="http://www.claria.com/companyinfo/">www.claria.com/companyinfo/</a> visited on February 8, 2005	
KB	46.	"Real System G2 Production Guide," 1998-2000; pp. 75-79	

\*EXAMINER: Initial if information considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

<sup>1</sup> Applicant's unique citation designation number (optional). <sup>2</sup> Applicant is to place a check mark here if English language Translation is attached.

Examiner Signature		Date Considered	07/26/05
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